How State and Local Health Departments Can Leverage CDC's 2015 Tips Campaign

March 20, 2015
2:00-3:00 PM EDT
Announcements

Play audio through your computer speakers.

• If you have trouble with audio, be sure your speakers are on and the volume is turned up.

Submit questions through the Chat Box.

The webinar is being recorded and will be posted on NACCHO’s and ASTHO’s websites.
Webinar Agenda

• Welcome and Introductions
  • Erica Haller-Stevenson, NACCHO
  • Diana Karczmarczyk, ASTHO
• Crystal Bruce, Centers for Disease Control and Prevention
• Resources
• Interactive Session on Use of Media
• Q&A Session
CDC’s National Tobacco Education Campaign

*Tips From Former Smokers*

Crystal Bruce, MPH

CDC’s Office on Smoking and Health
Amanda

Brett

Brian

Felicia

Rose
Tips From Former Smokers Campaign

Shawn never thought he would get sick from smoking, now he breathes through a stoma. For National Men’s Health Month, watch and share Shawn’s story to educate men in your life about the dangers of tobacco use: http://youtu.be/ud95OnAWqLs

When you have an ostomy bag, use extra tape to cut down on leaks.

I NEVER THOUGHT I’D GET SICK FROM SMOKING.

Watch Shawn’s story.

Like · Comment · Share

5 Marlar Min, World No Tobacco Day and 69 others like this.

View all 14 comments

Tips From Former Smokers Campaign

Jokes about having gas are funny. Until they find a tumor in your colon.

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Audience

- Low SES smokers, aged 18 to 54
- Parents; family members; health care providers; and the faith-based community.
Jokes about having gas are funny.
Until they find a tumor in your colon.

Julia, age 58, Mississippi

Julia smoked and got colon cancer.
Having a colonoscopy saved her life.
Doctors found her tumor and removed it the next day. Julia’s near-death experience and pain are nothing to laugh about. Julia didn’t know smoking causes colorectal cancer. Now you do.

You can quit.

CALL 1-800-QUIT-NOW.
Julia Ad
When you have an ostomy bag, use extra tape to cut down on leaks.

Mark, age 47, California

Mark smoked and got rectal cancer. His ostomy bag was taped over a hole in his stomach. That’s where his bowel movements went. Mark had to wear a bag after his surgery to remove his tumor. Mark didn’t know smoking causes colorectal cancer. Now you do.

You can quit.

CALL 1-800-QUIT-NOW.

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
CDC.gov/Tips

#CDCTips
Julia and Mark’s Ad
When you have to get a needle stuck in your eye, look as far away as possible.

Marlene, age 68, New York.

Macular degeneration is a leading cause of blindness. And smoking doubles your chances of getting it. That's what happened to Marlene. To save her vision, she has to have eye injections every month.

You can quit.

CALL 1-800-QUIT-NOW.

CDC.gov/tips
Marlene Ad
Kristy
Kristy Print Ad

I started using e-cigarettes but kept smoking. Right up until my lung collapsed.

Kristy, 39, Tennessee

Kristy had smoker’s cough and severe shortness of breath. She tried using e-cigarettes to cut down on her smoking. She thought cutting down would make her feel better, but it didn’t. She kept smoking cigarettes until her lung collapsed.

Even smoking a few cigarettes a day is dangerous.
You can quit smoking.
CALL 1-800-QUIT-NOW.

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
#CDCTips
Kristy Radio Ad
Media Buy and Launch

- Begins on March 30th
- National buy
  - television, digital and magazine ads
- Local “heavy ups”
  - radio, billboards, bulletins, etc.
- Launch press conference week of March 23
Nicotine Replacement Study

- To determine feasibility and impact of integrating free NRT into the campaign
- **TV ads tagged**
  - April 27-May 4
  - Four states
- **Radio ads tagged**
  - July 13 - July 20
  - Two states
Partner Organizations

- AAPA (American Academy of Physician Assistants)
- American College of Nurse-Midwives
- American Gastroenterological Association
- Prevent Blindness
- NCPA (National Community Pharmacists Association)
- American Pharmacists Association
- The Foundation for Health Smart Consumers
- AAFP (American Academy of Family Physicians)
Faith Based Partnerships

- American Baptists Convention
- Catholic Health Ministries
- Islamic Society of North America
- National Episcopal Health Ministries
- Religious Action Center of Reform Judaism
- Seventh Day Adventists
- Southern Baptists Convention
- United Church of Christ
- United Methodists Church
What you can do and what we can do for you

**What you can do**
- Promote and Share
- Use Campaign Download Center and MCRC
- Engage partners and cross chronic collaboration

**What we can do**
- New materials and resources
- Custom Technical Assistance
- Social media toolkits and collaboration

www.cdc.gov/tips
www.cdc.gov/tips
Tips Resources

- Tips Campaign Download Center
  - www.plowsharegroup.com/cdctips
- Media Campaign Resource Center (MCRC)
  - www.cdc.gov/tobacco/mcrc
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
NACCHO Tobacco Resources

NACCHO Tobacco Webpage
www.naccho.org/topics/HPDP/tobacco/

Chronic Disease Prevention Toolkit
www.naccho.org/toolbox

For technical assistance, contact:
tobacco@naccho.org
ASTHO Tobacco Resources

Comprehensive Tobacco Control: Guide for State & Territorial Health Officials
www.astho.org/Prevention/Tobacco/Comprehensive-Tobacco-Control-Guide/

General Tobacco Information:
www.astho.org/programs/prevention/tobacco/

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Interactive Session on Use of Media
If you want to ask a question, please type it in the Chat Box on your screen.
Thank you for joining us!

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<th>Erica Haller-Stevenson, NACCHO</th>
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Tips Campaign, [www.cdc.gov/tips](http://www.cdc.gov/tips)

Tips Campaign Download Center, [www.plowsharegroup.com/cdctips](http://www.plowsharegroup.com/cdctips)

Media Campaign Resource Center (MCRC), [www.cdc.gov/tobacco/mcrc](http://www.cdc.gov/tobacco/mcrc)